

WADA



REMOVABLE LABEL GUIDE

Cat. No. 4550L

Patent No. 1396199

June 1954

BROADCASTING STATION LICENSE RECORD

Date first licensed 8-27-58Call letters W A D AStation Location: Shelby, North Carolina

CLEVELAND COUNTY BROADCASTING CO., INC. (AL-11-12-58 EFF: 12-1-58)
 Name of licensee X EUGENE SLATKIN & BOYCE J. HANNA, d/b as CLEVELAND COUNTY BROADCASTING COMPANY

2.5 mi. N of business district, Shelby, N.C. (Lic. 3-23-67)
 X 2 mi. N. of business area of Shelby, North Carolina (BP 2-27-64) (Ltr. 4-24-61)

X State Hwy. 226, 0.3 mi. north of intersection with Ora Mill Road, Shelby, N.C. /
 X State Hwy 26, 0.3 mi north of intersection with Ora Mill Rd. Shelby, N.C.

Transmitter location X On Hwy. 26, 1 mile north of intersection of Hwys. 26 & 74 (CP 2-12-58)
near Shelby, N. C.

Same as transmitter

X Same as trans. (IMP 5-28-58 L 8-27-58)

Main studio location X To be determined, Shelby, N. C. (CP 2-12-58)

CONSTRUCTION PERMIT AND LICENSE RECORD

Appl. No.	Date Issued	Freq.	Power	Time Div.	Period From- To-
BP-11062	2-12-58	1390kc	500w-DA	Day	4-12 10-12-58
	CP for a new standard broadcast station. (cond'l)				
BMP-8146 (1)	5-28-58	Mod. of CP(BP-11,062) which authorized a new standard broadcast station) to change type trasnmitter to (RCA BTA-500 MX) and specify studio location as same as transmitter. (trans.locationredescrib			
		& extension completion date to 12-12-58			
BL-7161	8-27-58	1390kc	500w-DA	Day	8-27 12-1-60
	License to cover CP (BP-11,062 as mod) which authorized a new standard broadcast station.				
BAL-3203 EFF:	11-12-58 12-1-58	Voluntary assignment of license to Cleveland County Broadcasting Co., Inc.			
	11-30-60	Commission deferred action on renewal pending further consid eration.			
BR-3669	1-18-61	1390kc	500w-DA	DAY	1-18 12-1-63
BP-13530	3-15-61	1390kc	500w	Day	5-15 11-15-61
	CP to change from DA-D to non-directional antenna (COND'L)				
BL-8585	9-8-61	1390kc	500w	Day	9-8 12-1-63
	Lic. to cover construction permit (BP-13,530)which auth. a chg. in ant. sys. to non-directional. CONDI				
BR-3669	11-29-63	Renewal of license			12-1 12-1-66
BP-15269	2-27-64	1390kc	500w,1kw-LS DA-N	U	4-27 10-27-64
	CP to change hours of operation to Unlimited using power of 500w-1kw; change antenna-trans. loc. and studio loc., install directional antenna system (DA-N) and install new trans. (RCA BTA 1MX) Cond'l.				
BMP-11370 (1)	12-7-64	Mod. of CP(BP-15,269 as mod) for extension of completion date to 4-27-65			
BMP-11293	10-20-64	1390kc	500w,1kw-LS	Un	4-27 11-27-64
	Mod. of CP(BP-15,269, as modified) to change ant. transmitter location from 12 mile N. of business area of Shelby, N.C. to 2.5 mi. N. of business area of Shelby, N. C.				

Form BC 126

June 1954

#2

BROADCASTING STATION LICENSE RECORD

Date first licensed

Call letters W A D A

Station location

Name of licensee See Card #1

Transmitter location

Main studio location

CONSTRUCTION PERMIT AND LICENSE RECORD

Appl. No.	Date Issued	Freq.	Power	Time Div.	Period From- To
BMP-11473	5-13-65	1390kc	500w, 1kw	DA-N U	4-27 8-27-65
	Mod. of CP(BP-15,296, as mod.) to change antenna transmitter location (short move on same site). Cond 1				
BMP-11,603 (1)	10-4-65	Mod. of CP (BP-15,269, as mod.) for extension of completion date to 2-27-66.			
BMP-11,714 (2)	3-15-66	Mod. of CP(BP-15,269, as mod.) for ext. of completion date to 4-30-66			
BMP-11,769 (3)	5-18-66	Mod. of CP(BP-15,269, as mod.) for ext. of completion date to 6-30-66			
BMP-11,820 (4)	6-30-66	Mod. of CP(BP-15,269 as mod.) for ext. of completion date to 9-30-66			
Ltr. 500w Non-DA decision Docket 14419	10-3-66	Auth. oper. ant. current 3.0 amps for oper. from 4am to local sunrise, pending final or directed to terminate per 73.87.			
BR-3669	11-18-66	RENEWAL OF LICENSE 12-1 12-1-69			
BL-11,457	3-23-67	1390kc 500kw, 1kw DA-N U 3-23 12-1-69 Lic to cover CP(BP-15,269 as mod) which auth chg. hours of operation, chg. ant trans loc and studio install DA ant. sys. install new trans.			
TELEGRAM	10-17-67	PSA 500w			
TELEGRAM	12-12-67	PSA (REVISED) 1000w			
ES-3669(1)	5-28-69	Memo chg. value 23° monitor point.			
BR-3669(L)	6-19-70	Renewal and Modification			12-1-72
EBSA	5-22-72				
BR-3669 BZ-8955(L)	12-16-75	RENEWAL and MODIFICATION			12-1-78
COMTEL	10-6-76	DELETE Obstruction Marking & Lighting			
COMTEL	3-27-80	AUTHORITY & TERMS COMTEL EXTENDED THRU			12-17-79 5-18-80

APPLICATION RECORD - BROADCASTING

AUG. 1955

Boyce J. Hanna

Call

Eugene Slatkin and Charles E. Melin, d/b as

Letters ~~NEW~~ W A D A

Name CLEVELAND COUNTY BROADCASTING COMPANY

(P.O. - Eugene Slatkin, Box 248, Lincolnton, North Carolina)

File No.	Dated	Application for	Action	
			Nature	Date
11-062 BP-10, 9-21	11-12-56	Construction permit for a new standard broadcast station to be operated on: Frequency - 1590kc 1390kc Power - 1kw (DA-D) 500w Hours of operation - Daytime Transmitter location - On Hwy #26, one mi N of inters. of Hwys 26 and 74, Near Shelby, North Carolina Studio location - To be determined. Shelby, North Carolina Engr. - John H. Mullaney	GRANTED	2-12-58
Rec'd	11-14-56		Without a hearing.	
Filed	11-14-56		Order issued.	
			DOCKET No. 12099	
			Conditions:	
			Phase Monitor; Field	
			Measuring Equipment;	
			Complete non-DA proof	
			of performance.	
AMENDMENT	1-21-57	AMENDED to change applicant name to Eugene Slatkin and Boyce J. Hanna, d/b as Cleveland County Broadcasting Company. New file number.		
Rec'd	1-28-57			
Filed	1-28-57	AMENDED to install directional antenna (DA-D) and make changes in ground system.		
AMENDMENT	10-24-57			
Rec'd	10-28-57			
Filed	11-5-57			

APPLICATION RECORD - BROADCASTING

AUG. 1955

Call

Letters ~~NEW~~ W.A.D.A.

Name EUGENE SLATKIN and BOYCE J. HANNA d/b as
Cleveland County Broadcasting Company

File No.	Dated	Application for	Action	
			Nature	Date
BP-11,062 Amended Rec'd Filed	Cont'd 11-19-57 11-20-57 11-21-57	Amended to change frequency to 1590kc, to 1390kc; decrease power from 1kw to 500w; and make changes in antenna system (increase height of towers). John Mullaney, Eng. Harry J. Daly, Atty.	see card #1 for action	
BP-8146 Rec'd Filed	5-22-58 5-23-58 5-23-58	Modification of construction permit (BP-11,062 which authorized a new standard broadcast station) to change type transmitter to (RCA BTA-500MX) and specify studio location as same as transmitter.	GRANTED	5-28-58
BL-7161 Rec'd Filed	6-26-58 6-27-58 6-27-58	License to cover CP (BP-11, 062 as mod) which authorized a new standard broadcast station.	GRANTED	6-27-58

APPLICATION RECORD - BROADCASTING

AUG. 1955

Call
Letters W A D AName EUGENE SLATKIN AND BOYCE J. HANNA, d/b as
CLEVELAND COUNTY BROADCASTING COMPANY

File No.	Dated	Application for	Action	
			Nature	Date
BAL-3202 Rec'd. Filed	9-26-58 10-7-58 10-7-58	Voluntary assignment of license to Cleveland County Broadcasting Co., Inc. Harry J. Daly, Atty.	GRANTED EFF:	11-12-58 12-1-58
BP-13,530 Rec'd Filed	9-18-59 9-21-59 9-21-59	Construction Permit to change from employing Directional antenna system(DA-D) to Non- directional Engr.- Lynne C. Smeby	GRANTED Cond'l re sub. antenna resistance meas. in accor with Sec. 3.54 of Rules. Sub. proof unused ant. tower has been dismantled or detuned so omnidirect- ional pattern is not distorted.	3-15-61
BR-3669 R & F	9-2-60 9-6-60	Renewal of license	GRANTED	1-18-61
BL-8585 R. & F.	6-19-61 6-22-61	License to cover C.P. (BP-13,530) which auth. a change in the antenna system to non-directional.	GRANTED	9-8-61
				Lic. shall assume responsibility of detuning un-used adj. tower to prevent distortion re WADA nonDA pattern.

Aug. 1955

APPLICATION RECORD - BROADCASTING

Call
Letters W A D AName CLEVELAND COUNTY BROADCASTING CO., INC.SHELBY, NORTH CAROLINA

File No.	Dated	Application for	Action	
			Nature	Date
BP-15,269	12-16-61	CP to change hours of operation from Daytime to Unlimited using power of 500w-1kw LS: change antenna-transmitter location from State Hwy. 226, 0.3 mi. north of intersection with Ora Mill Road, Shelby, North Carolina to 2 miles north of business area of Shelby, North Carolina; install directional antenna system (DA-N) and install new transmitter (RCA-BTA-1000MX)-	GRANTED	2-27-64
Rec'd	12-19-61		Cond'l re: Phase Mon.,	
Filed	12-19-61		Field meas. equip., DA & complete non-DA proof. Pre-sunrise operation.	
AMENDMENT	2-2-62	Atty. Daly & Ehrig		
R & F	2-6-62	Eng. Pete Johnson AMENDED to change studio location from State Hwy 226, 0.3 mi N of inters, with Ora Mill Rd. Shelby, N.C. to "2 miles north of business area of Shelby, N.C." (same as transmitter); correct transmitter number to RCA BTA 1MX)		

APPLICATION RECORD - BROADCASTING

Call
Letters W A D AName CLEVELAND COUNTY BROADCASTING CO., INC.
Shelby, North Carolina

File No.	Dated	Application for	Action	
			Nature	Date
BR-3669 R. & F.	8-31-63 9-3-63	Renewal of license.	GRANTED	11-29-63
BMP-11,293 R. & F.	6-9-64 6-10-64	Mod. of CP (BP-15,269, which auth. change hours of operation to unlimited, increase daytime power, change ant-trans. and studio loc., install DA-N and new trans.) to change ante-trans. loc. from 2 mi. N of business area of Shelby, N. C. <u>to</u> 2.5 mi. N of business area of Shelby, N. C.	GRANTED Cond'l re:Phase mon; Field meas. equip; DA & complete non-DA proof; pattern does not exceed 126 mv/m; Pre-sunrise operation.	10-20-64

FORM BC-121

AUG. 1955

APPLICATION RECORD - BROADCASTING

Call
Letters W.A.D.A.Name CLEVELAND COUNTY BROADCASTING CO., INC.
Shelby, North Carolina

File No.	Dated	Application for	Action	
			Nature	Date
BMP-11,370 R. & F.	10-20-64 10-21-64	Mod. of C.P. (BP-15,269, as mod., which auth. change power, hours operation, antenna-trans. & studio loc., install new trans. and DA-N) for extension of completion date from 11-27-64 to 4-27-65. Daly and Joyce, Attys.	GRANTED to	12-9-64 4-27-65
BMP-11,473 R&F	2-26-65 3-4-65	Mod. of C.P. (BP-15,269, as mod. which auth. change hrs. opr. power, ant.-trans. & studio loc., install new trans. and DA-N) to change antenna-trans. location to 2.5 mi. North of Shelby Business Area, Shelby, North Carolina; (short move on same site) Attys: Daly and Joyce	GRANTED Cond'l re: Phase Mon., Field meas. equip., DA & complete non-DA proof. Pre-sunrise operation. Pattern does not exceed 126mv/m	5-13-65

APPLICATION RECORD - BROADCASTING

Call
Letters N.A.D.A.

Name CLEVELAND COUNTY BROADCASTING CO., INC.
Shelby, North Carolina

File No.	Dated	Application for	Action	
			Nature	Date
BMP- Rec'd.	5-31-65 6-2-65	Mod. of C.P. (BP-15,269, as mod. which auth. chng. hrs. opr., power, ant.-trans. & studio loc., install DA-N and new trans., chng. ant-trans. loc. (short move same site) for extension of completion date from 8-27-65 to 11-15-65.	RETURNED	6-7-65 as unnecessary at this time.
BMP-11,603 Rec'd. Filed	8-17-65 8-20-65 8-30-65	Atty: Daly & Joyce. Mod. of C.P. (BP-15,269, as mod. which auth. chng. hrs. opr. to U, using power of 500w-1kw-LS, chng. ant.-trans. & studio loc., install DA-N, and new trans., chng. ant-trans. loc. (short move same site) for extension of completion date from 8-27-65 to 12-15-65.	GRANTED	10-4-65

APPLICATION RECORD - BROADCASTING

Call
Letters W A D AName CLEVELAND COUNTY BROADCASTING CO., INC.
Shelby, North Carolina

File No.	Dated	Application for	Action	
			Nature	Date
BMP-11,714 REC'D FILED	2-18-66	Modification of CP(BP-15,269, as modified, which authorized change hours operation to U, using power of 500w-1kw-LS, change ant-trans & studio location, install DA-N, and new trans) for extension of completion date from 2-27-66 to 4-30-66.	GRANTED to	3-15-66
	2-21-66			4-30-66
	2-25-66			
BMP-11,769 R & F	4-19-66	Modification of CP(BP-15,269, as modified, which authorized change hours operation to U, using power of 500w-1kw-LS, change ant-trans & studio location, install DA-N, and new trans) for extension of completion date from 4-30-66 to 6-30-66.	GRANTED to	5-18-66
	4-27-66			6-30-66
BMP-11,820 R&F	6-17-66	Modification of CP(BP-15,269, as modified, which authorized change hours operation to U, using power of 500w-1kw-LS, change ant-trans & studio location, install BA-N, and new trans) for extension of completion date from 6-30-66 to 9-30-66. (13900)	GRANTED to	6-30-66
	6-20-66			9-30-66

AUG. 1955 #9

APPLICATION RECORD - BROADCASTING

Call
Letters W A D AName CLEVELAND COUNTY BROADCASTING CO., INC.SHELBY, NORTH CAROLINA

File No.	Dated	Application for	Action	
			Nature	Date
BR-3669 R & F	8-15-66 8-29-66	Renewal of license	GRANTED	11-18-66
BL-11,457 Rec'd Filed	9/12/66 9/16/66 9/26/66	Lic. to cover CP (BP-15,269 as mod.) which Auth. chng. hours of operation, chng. ant-trans. and studio loc., install directional ant.-system, install new trans. Engr: Pete Johnson, Charleston, West Va.	GRANTED	3-23-67
BR-3669 R & F #537909 \$75. P.N. filed PRESS SEP 2 1968	8-15-69 8-25-69 8-25-69 8-25-69	Renewal of license AMENDED 10-27-69 re: Business interests & programming	GRANTED	6-19-70

APPLICATION RECORD - BROADCASTING

500kw

Call
Letters W A D A

Name CLEVELAND COUNTY BROADCASTING CO., INC.
Shelby, North Carolina

File No.	Dated	Application for	Action	
			Nature	Date
BR-3669 R & F PN PRESS SEP 25 1972	8-15-72 8-28-72 8-28-72	Renewal of License AMENDED 10-27-72 re: engineering data AMENDED 12-4-72 re: programming (over)	GRANTED issued with BZ-8955	12-9-75
LETTER	10-9-74	John L. Tierney (Atty.) is now with the firm of Greeley, Bernard, & Tierney		
BZ-8955 R & F DM PRESS NOV 20 1975	9-4-74 9-30-74 11-6-75	Direct Measurement	GRANTED issued with RENEWAL	12-16-75
BR 780725UF R & F PRESS SEP 1 1978	7-17-78 7-25-78	RENEWAL OF LICENSE	GRANTED	11-20-81

(BR-3669) SUPPLEMENTAL APPLICATION filed 7-30-75 as an
amendment to pending renewal. PN 7-30-75 **SEP 18 1975**
AMENDED 10-14-75 re: EEO

About the History Cards ...

History Cards were first used by the Department of Commerce to keep track of applications filed by, and changes to, the earliest AM broadcast stations in the early 1920s. The records were subsequently transferred to the Federal Radio Commission in 1927, and after that to the Federal Communications Commission when that agency was created in 1934. These cards gradually grew into a large card file. History Cards remained in use until the creation of the first computerized database in 1980 to track broadcast applications, the Broadcast Application Processing System (BAPS). However, the Commission did not transfer the data from the History Cards to the new system. Instead, it retained the History Cards in their original form – 3" by 5" filing cards – for reference.

In 1999, the Commission moved to a new location (445 12th Street SW), and also at that time created the successor database to BAPS, the Consolidated DataBase System (CDBS). The History Cards were transferred to microfiche by a contractor (only one set is known to exist), and the original paper cards were destroyed. The History Cards were stored on the microfiche as negative images, like those you see above. Generally, they have been left as negatives as those are often easier to read.

History Cards contain very brief entries and notes about station facilities, applications, and ownership. They are not, and never were intended to be, a comprehensive record of a station's operations. Nevertheless, they can be useful to help determine, for example, when a station first went on the air and its call letters at that time. History Card comments were generally typed onto the cards, and thus some records will show more faintly or with more smudging than others, depending on the quality of typewriter and ribbon then used. Occasional handwritten comments, corrections, and strikeouts may also be found. Cards may be incomplete, missing, or occasionally out of sequence.

The History Cards are presented here as they were copied to microfiche, to preserve this record for public use, and with the hope that they will be of value to future researchers of radio station history.

